Amendments to the Specification

Please replace the title "BRANDING FRAMEWORK" with the following title "BRANDING

FRAMEWORK FOR SOFTWARE PRODUCTS" of the application.

Please replace paragraph [0050] with the following amended paragraph:

[0050]   %WINDOWS_GENERIC% for the generic product name

(IDS_WINDOWS_GENERIC);

%WINDOWS_SHORT% for the short product name (IDS_WINDOWS_SHORT,

e.g.: Windows XP® operating system);

%WINDOWS_LONG% for the long product name (IDS_WINDWOS_LONG,

e.g.: Windows XP ® Home Edition operating system);

%WINDOWS_PRODUCT% for the SKU name (IDS_WINDOWS_PRODUCT,

e.g., Professional);

%WINDOWS_COPYRIGHT% for the copyright string

(IDS_WINDOWS_COPYRIGHT, e.g., Copyright © 1983-2003

~~Microsoft~~MICROSOFT® Corporation);

%MICROSOFT_COMPANYNAME% for the ~~Microsoft~~MICROSOFT ®

company name (IDS_MICROSOFT_COMPANY, e.g.,

~~Microsoft~~MICROSOFT ®);

%WINDOWS_VERSION% for the version year (IDS_WINDOWS_VERSION,

e.g., Version 2003).

Please replace paragraph [0055] with the following amended paragraph:

[0055]   Beginning at 182, FIG. 9 describes the process of obtaining third party resources. A binary or other file(s) (e.g., component 156) first requests a branding resource. Advantageously, maintaining branding rules in the resources themselves prevents resource corruption. The component calls into a branding API of branding engine 176 at 184. In this example, the branding API, which may be different for different types of resources, is modeled after a Win32® unmanaged API. It is to be understood that the interface could also be managed (e.g., such as with the .NET™ framework).